

BANNER & RHENUS



RHENUS WAREHOUSING

**RHENUS DELIVERS
INNOVATIVE LOGISTICS
FOR BANNER**

**FLEXIBLE AND SCALABLE MULTI-CHANNEL
FULFILMENT SOLUTION**

BANNER EXTENDS PARTNERSHIP WITH WAREHOUSING AND LOGISTICS EXPERT RHENUS

Banner is one of the UK's leading independent suppliers of schoolwear to UK retailers, set up in 1987, the Banner brand has developed over time as several brands have merged together, including Beau Brummel, Blue Max, Banner, Orion and SWI and they now employ over 300 people across three sites in Trowbridge, Runcorn and Seaham.

Banner's unique approach is centred around making the supply of schoolwear - which represents 80% of their businesses volume - as easy as possible, while providing garments that are not only comfortable to wear, fit for purpose but also technically advanced across its portfolio.

Banner's vision is for schoolwear to be innovative and meaningful, and to push boundaries with those that want to share the journey. It is an inspiring vision for the future, one that is uniquely suited to Banner with its vast experience. //

// THE CHALLENGE

Banner's commitment to be the market leader in schoolwear meant that they needed a warehousing and logistics provider that could offer a flexible and scalable solution for both ecommerce and retailers that could cope with the fluctuations in order volumes caused by seasonal demand and the rise in internet ordering where customers want quicker order to delivery times.

Banner also needed their 3PL provider to be able to quickly process any returns to ensure they are put back into the stock pool as promptly and efficiently as possible. //

THE SOLUTION

With the schoolwear market being seasonal, orders are placed with suppliers some six months in advance and stock is held until required. Banner selected Rhenus based on its ability to accommodate these fluctuations in demand as Rhenus's wave picking process and order sortation wall allows products to be picked with speed, accuracy and at ease in high volumes – the ideal solution for an online retailer. This also allowed Rhenus to address the need to optimise Banner's inventory density to store as many product lines in a reduced footprint as

possible while providing later cut-off times and improved speed to market. Rhenus's customer centric approach, inventory accuracy, order fulfilment – from pick to store or pick to consumer – and on-time despatch were key attributes in selecting Rhenus.

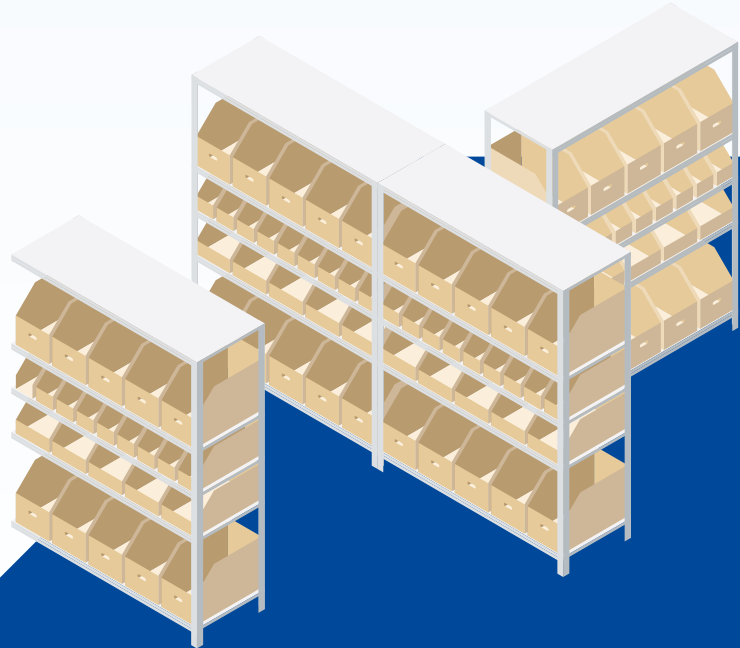
As Banner needed their system implementation to be as seamless as possible, Rhenus deployed a Project Management team, including experts from operations, inventory management and IT, to make sure this happened within a very short timeframe too. //



THE RESULTS

Banner has fulfilled all of their orders during peak with no disruption to service. Rhenus has also reduced the time from a customer's initial order to final delivery and prides itself on its return volumes.

Looking ahead, Rhenus will continue to support Banner with their future growth plans through continuous improvement to ensure they stay one step ahead of any industry developments, particularly in the area of ecommerce and omnichannel distribution. //



OVERALL NUMBERS FOR 2019:

- // Inbound units processed (goods in) - 463635 units
- // Outbound units processed (goods out as orders/units):

Order type	Orders	Units
DTP - HOME (Internet orders)	108799	290737
DTP - SCHOOL (Direct to school)	23770	40853
DTS (Direct to school wholesale orders)	1802	101908
Grand Total	134371	433498

PROCESSED RETURNS

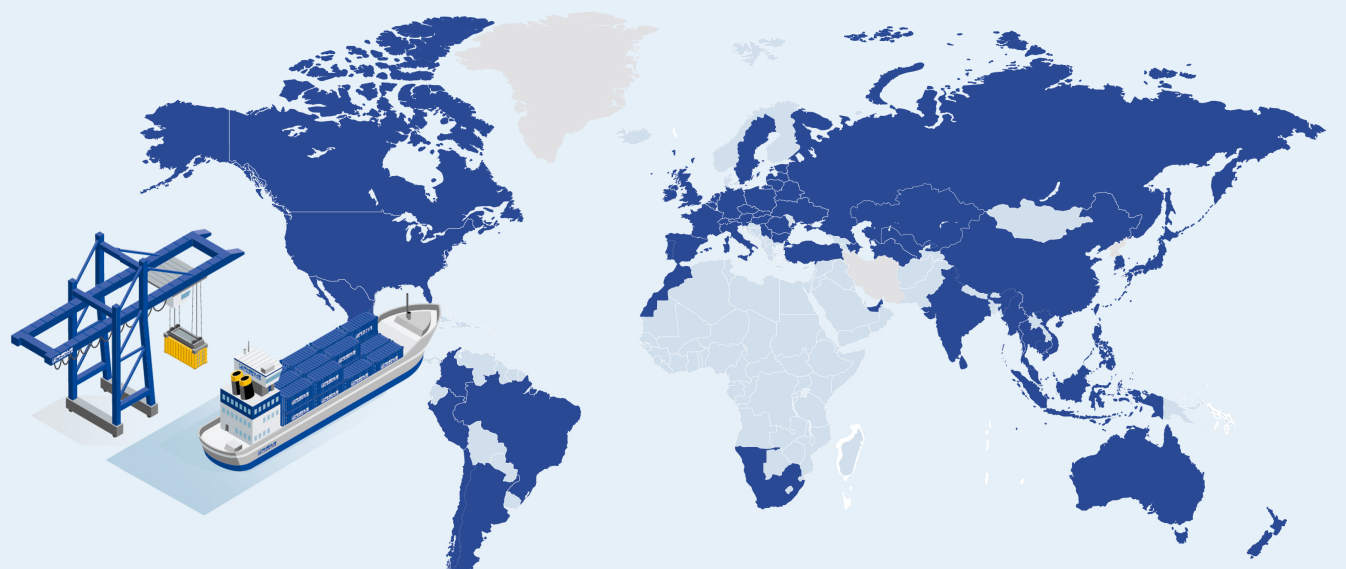
2019 – 32591 units
2020 – 50999 units

“ Rhenus is a fundamental part of our end to end supply chain and future growth strategy. Since moving our warehousing and logistics operation, we have improved our order cut-off times, our speed of delivery to our customers and our ability to turn around any returns. We look forward to further developing our partnership and working closely with Rhenus to increase our supply chain efficiency. ”

Bruce Freeland – Group Operations Director, at Banner

THE RHENUS GROUP IS A LEADING LOGISTICS SERVICE PROVIDER WITH GLOBAL BUSINESS OPERATIONS AND AN ANNUAL TURNOVER OF EUR 5.4 BILLION.




Rhenus has business sites at 820 locations worldwide and employs 33,500 people. The Rhenus Group provides solutions for a wide variety of different sectors along the complete supply chain; they include multimodal transport operations, warehousing, customs clearance as well as innovative value-added services.



**MORE THAN 820
LOCATIONS WORLDWIDE**

**WIDESPREAD PRESENCE IN EUROPE,
ASIA-PACIFIC AND AMERICAS**

**LONG-TERM
OVERSEAS-PARTNERS**

 RHENUS GROUP
 PARTNER AND AGENTS
 NO PARTNER
AND AGENTS



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